

REMARKS

Claims 1 – 6, 8 – 18 and 20 – 29 are presently pending. In the above-identified Office Action, the Examiner rejected Claims 25 and 27 under 35 U.S.C. § 102(e) as being anticipated by Bates *et al.* ('237). Claims 1 – 6, 8, 11 – 15, 16 – 18 and 26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Bates *et al.* in view of Bickford *et al.* ('320). Claims 9, 10, 19 – 23, 28 and 29 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Bates *et al.* in view of Bickford *et al.* and further in view of Dennison *et al.* ('814).

Applicant is appreciative of the interview granted by the Examiner to Applicant's Attorney (William J. Benman) on July 6, 2005. During the interview, Applicant's Attorney questioned the Examiner's statement: "Each storage frequency corresponds inherently a [sic] location of a particular station." Applicant's Attorney pointed out that stations transmit a carrier signal on which program content is modulated. No support has been provided for the notion that stations transmit a signal on which location information is modulated.

The Examiner agreed with Applicant's Attorney's assertion. Applicant's Attorney then suggested an amendment of the Claims to clarify that it is **geographic** location coordinates that is stored in the memory of the inventive apparatus.

As the Examiner responded positively to this suggestion, by this Paper, Applicant has amended Claims 1 and 13 to specify that the station location coordinates are **geographic**. Hence, Applicant respectfully submits that Claims 1 – 6 and 8 – 18 and 20 – 23 should be allowable.

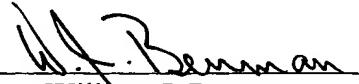
As to Claims 25 and 27, Applicant notes that contrary to the assertion of the Examiner, Bates does not provide a teaching of a means or method for storing radio station identities according to program content specifiers into memory via a subscription service as set forth in these claims. Accordingly, reconsideration and allowance of these claims is requested as well. However, in the event that the

Examiner does not agree with Applicant's assertion in connection with these Claims, Applicant hereby authorizes the Examiner to cancel Claims 25 and 27 by Examiner's amendment if Claims 1 – 6 and 8 – 18 and 20 – 23 are currently allowable. In this case, Applicant would consider further prosecution of Claims 25 and 27.

Accordingly, reconsideration, allowance and passage to issue are respectfully requested.

Respectfully submitted,
James P. Slupe

By



William J. Benman

Attorney for Applicant
Registration No. 29,014

Benman, Brown & Williams
2049 Century Park East
Suite 2740
Los Angeles, CA 90067

(310) 553-2400
(310) 553-2675 facsimile